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CHAPTER II

Preliminary Classification:

Proposed Class:

Subclass:

TRANSMITTAL LETTER
TO THE UNITED STATES ELECTED OFFICE (EO/US)
(ENTRY INTO U.S. NATIONAL PHASE UNDER CHAPTER II)

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International Application Number	International Filing Date	International Earliest Priority Date

TITLE OF INVENTION: MULTI-PAGE EXECUTABLE COMMERCIALS

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CERTIFICATION UNDER 37 C.F.R. SECTION 1.10*

(Express Mail label number is mandatory.)

(Express Mail certification is optional.)

I hereby certify that this paper, along with any document referred to, is being deposited with the United States Postal Service on this date March 14, 2002, in an envelope as "Express Mail Post Office to Addressee," mailing Label Number EL722859807US, addressed to the: PO Box 2327, Arlington, VA 22202.


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***WARNING:** Each paper or fee filed by "Express Mail" must have the number of the "Express Mail" mailing label placed thereon prior to mailing. 37 C.F.R. Section 1.10(b).
"Since the filing of correspondence under [Section] 1.10 without the Express Mail mailing label thereon is an oversight that can be avoided by the exercise of reasonable care, requests for waiver of this requirement will not be granted on petition." Notice of Oct. 24, 1996, 60 Fed. Reg. 56,439, at 56,442.

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- b. The U.S. National Fee (35 U.S.C. Section 371(c)(1)) and other fees (37 C.F.R. Section 1.492) as indicated below:

CLAIMS FEE*	(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) CALCULATIONS
	TOTAL CLAIMS	14 -20 =	0	x \$18.00 =	\$0.00
	INDEPENDENT CLAIMS	1 - 3 =	0	x \$80.00 =	\$0.00
	MULTIPLE DEPENDENT CLAIM(S) (if applicable) + \$270.00				\$0.00
BASIC FEE	U.S. PTO WAS INTERNATIONAL PRELIMINARY EXAMINATION AUTHORITY Where an International preliminary examination fee as set forth in Section 1.482 has been paid on the international application to the U.S. PTO: and the international preliminary examination report states that the criteria of novelty, inventive step (non-obviousness) and industrial activity, as defined in PCT Article 33(2) to (4) have been satisfied for all the claims presented in the application entering the national stage (37 C.F.R. Section 1.492(a)(4)) \$100.00				\$100.00
	Total of above Calculations				= \$100.00
SMALL ENTITY	Reduction by 1/2 for filing by small entity, if applicable. Affidavit must be filed. (note 37 CFR Sections 1.9, 1.27, 1.28)				- \$50.00
	Subtotal				\$50.00
	Total National Fee				\$50.00
	Fee for recording the enclosed assignment document \$40.00 (37 C.F.R. Section 1.21(h)). See attached "ASSIGNMENT COVER SHEET".				\$0.00
TOTAL	Total Fees enclosed				\$50.00

A check in the amount of \$50.00 to cover the above fees is enclosed.

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3. A copy of the International application as filed (35 U.S.C. Section 371(c)(2)) is not required, as the application was filed with the United States Receiving Office.
4. A translation of the International application into the English language (35 U.S.C. Section 371(c)(2)) is not required as the application was filed in English.
5. Amendments to the claims of the International application under PCT Article 19 (35 U.S.C. Section 371(c)(3)) are transmitted herewith.
6. A translation of the amendments to the claims under PCT Article 19 (38 U.S.C. Section 371(c)(3)) is not required as the amendments were made in the English language.
7. A copy of the international examination report (PCT/IPEA/409) is not required as the application was filed with the United States Receiving Office.
8. Annex(es) to the international preliminary examination report is/are not required as the application was filed with the United States Receiving Office.
9. A translation of the annexes to the international preliminary examination report is not required as the annexes are in the English language.
10. An oath or declaration of the inventor (35 U.S.C. Section 371(c)(4)) complying with 35 U.S.C. Section 115 is not submitted herewith, but will be submitted at a later date.
- II. Other document(s) or information included:
 11. An International Search Report (PCT/ISA/210) or Declaration under PCT Article 17(2)(a) is not required, as the application was searched by the United States International Searching Authority.
 12. An Information Disclosure Statement under 37 C.F.R. Sections 1.97 and 1.98 will be transmitted within THREE MONTHS of the date of submission of requirements under 35 U.S.C. Section 371(c).
 13. Additional documents:
 - a. Copy of request (PCT/RO/101)
 - b. Copy of front page of WIPO publication WO01/73640
 14. The above items are being transmitted before 30 months from any claimed priority date.

AUTHORIZATION TO CHARGE ADDITIONAL FEES

The Commissioner is hereby authorized to charge the following additional fees that may be required by this paper and during the entire pendency of this application to Account No.: 500341

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37 C.F.R. Section 1.492(a)(1), (2), (3), and (4) (filing fees)

37 C.F.R. Section 1.492(b), (c), and (d) (presentation of extra claims)

37 C.F.R. Section 1.17 (application processing fees)

37 C.F.R. Section 1.17(a)(1)-(5) (extension fees pursuant to Section 1.136(a))

37 C.F.R. Section 1.492(e) and (f) (surcharge fees for filing the declaration and/or filing an English translation of an International Application later than 20 months after the priority date).

Date: March 14, 2002

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MULTI-PAGE EXECUTABLE COMMERCIALS**Field of The Invention**

The field of the invention is electronic direct marketing.

Background of The Invention

5 Direct marketing is a well known method of promotion which is relied on heavily to relay messages, particularly commercial and political messages, to the public. An example of direct marketing is the "commercial" which is an advertisement on television or radio. Over the years advances in computer and other technologies have altered the systems and methods by which direct marketing is implemented. Most recently, the widespread implementation of
10 public electronic networks such as the Internet have significantly opened the field of electronic direct marketing. As a result, an "ecommercial", i.e. an advertisement on a public electronic network such as the Internet, is now a common direct marketing tool. Ecommercials, as with radio and television commercials of the past, are not necessarily limited to selling products but also include, among others, promoting non-profit and or
15 political goals.

Some of the e-commerical providers currently in existence include *RadicalMail.com*, *EmailDirect.com*, *Auraline.com*, and *E-troop.com*. Although the ecommercials provided by these providers are acceptable in many ways, they are not acceptable for all messages.

20 One problem encountered with known ecommercials, particularly those which are web page based, is the need to either wait for all of several pages of a presentation to be downloaded, or to wait for a page to download as one moves from one page to the next. Although caching mechanisms are known, they are only helpful when reviewing material which has already been viewed, not in anticipating what will be viewed next.

25 Another problem often encountered is the need for a 3rd party software package, such as a web browser or a browser plug-in, in order to view the ecommercial. Thus, prospects/recipients not having browsers or having browsers which don't support the latest features may be unable to view the contents of an ecommercial.

Thus there is a continuing need for new types of ecommercials and associated methods to overcome the deficiencies of known commercials and methods, particularly in

regard to being able to provide an improved balance between the amount and type of information sent to the prospect in a commercial on an asynchronous basis, when he is not waiting for it, and the amount of information sent to the prospect on a synchronous basis, when he is waiting for it.

5 **Summary of the Invention**

The present invention provides electronic commercials (ecommercials) and related methods in which an electronic commercial having multiple navigable pages that provide different content clips (i.e. audio, video, and audio-video clips) is transmitted over a public access electronic network to a potential customer as part of an advertising campaign. As used
10 herein, the term "part" means 100% or less.

Each commercial is preferably downloaded as an executable file, which removes the dependency on particular browsers or plug-ins. In still more preferred embodiments, commercials may contain software that downloads additional pages while the recipient is viewing at least one of the pages included in the commercial as originally downloaded.

15 It is also preferred that commercials according to the inventive subject matter contain hyperlinks and branding graphics that are visible during play of one or more of the video clips. Commercials may also advantageously include a third party incentive.

The various pages of the commercials may perform different functions, including locally providing interfaces for securing an order from a recipient and transmitting the order
20 to a distant server for processing. Other functions include locally providing interfaces that invite a recipient to opt into a mailing list, register to vote, or vote on a particular issue.

Various objects, features, aspects, and advantages of the present invention will become more apparent from the following detailed description of preferred embodiments of the invention, along with the accompanying drawings in which like numerals represent like
25 components.

Brief Description of the Drawing

Fig. 1 is a schematic of a first navigable page of an ecommercial according to the inventive subject matter.

Fig. 2 is a schematic of a second navigable page of the ecommercial of Fig. 1, including an interface for ordering a product or service.

Fig. 3 is a schematic of a third navigable page of the ecommercial of Fig. 1, including an interface for an opt-in mailing list.

5 Fig. 4 is a schematic of a fourth navigable page of the ecommercial of Fig. 1, including an interface for registering to vote.

Fig. 5 is a schematic of a fifth navigable page of the ecommercial of Fig. 1, including an interface for voting.

10 Fig. 6 is a schematic of a sixth navigable page of the ecommercial of Fig. 1, including an advertisement for a vacation destination.

Fig. 7 is a schematic of a seventh navigable page of the ecommercial of Fig. 1, including an interface for selecting items from a list.

Detailed Description

15 In Figure 1 the first page 101 of an electronic commercial (ecommercial) 100 generally includes a video window 110 and video control 112, a branding graphic 120, an image 130 of a product being marketed, hyperlink 140 click-throughs to websites of the advertisers, and various support bars 150, 160. The images used to trigger the hyperlinks 140 are recognizable by the public as representing different advertisers. At least some of the commercials may advantageously contain a button 170 and underlying software code (not
20 shown) to close a sale or other transaction between a recipient and at least one of the advertisers. Tabs 180 may be used to navigate among the various pages. The group of navigable pages may advantageously be referred to as a net-deck.

The term "advertisers" is used herein in the broadest possible sense, including any entity trying to impact the thinking or behavior of others. In many instances the desired
25 impact will include motivating the recipient to purchase goods or services. In other instances the desired impact may be to cause the recipient to vote in a given manner in an election, or a poll. In still other instances the desired impact may be of a very general nature, perhaps increasing societal awareness of alcoholism.

The term "commercial" is used herein in a very broad sense to mean any message intending to motivate a recipient to take an action favorable to an advertiser. Commercials may be simple textual banner ads, but more preferably include rich-media graphics such as animation, a photograph or other image, or an audio tract. Still more preferred commercials include video and branding graphics. Especially preferred commercials will be those that communicate a value proposition communicated in 30 seconds or less. Currently the most preferred commercials include an audio tract, a video tract, branding graphics, and hyperlinks, all delivered in a single executable file. These and other embodiments are as described in concurrently filed application serial nos. ____ and ____, corresponding to attorney docket 604.07 and 604.08, respectively which are incorporated herein by reference. Still other preferred embodiments include "slide-show" commercials as described in concurrently filed application serial no. ____ corresponding to attorney docket 604.09, which is incorporated herein by reference.

Commercial 100 is preferably an executable file, which is defined herein to mean a file that is directly interpreted or executed by the operating system of a computer as opposed to being "played" by player software. Commercial 100 is also preferably transmitted, along with all software needed to track or play the commercial, as a single file.

Other options are also contemplated. For example, it is contemplated that commercials, and perhaps the tracking or playing software, can be transmitted as multiple files. Or the commercial can be transmitted as a single file, and contain software instructions that cause the host computer to produce a plurality of files that interact to display the commercial. It is also contemplated that some or all of the commercial or supporting software can be downloaded separately from the transmission that includes the commercial. For example, it is contemplated that a fully functioning, multi-page commercial can be transmitted in an e-mail message. When the recipient opens the commercial, or perhaps reaches a given point in the presentation, his system contacts a distant server to download additional pages. Multi-page commercials of this type are disclosed in concurrently filed application titled "Multi-Page Executable Commercials" corresponding to attorney docket 604.09, which is incorporated herein by reference.

The video window 110 preferably comprises between about 10% and about 80% of the visible face of the commercial 100, and may advantageously be framed, such as by an

image of a television, or a picture frame 111. Most likely a highly compressed streaming video or audio-video clip (not shown) is used to drive the video window 110, and most likely only a single video clip is included in any given ecommercial. Using currently known compression techniques it is possible to store a 30 second clip in about 500 kB of memory.

- 5 Other video clip lengths are also contemplated, from only a few seconds to a minute or more. Multiple video clips may also be included within a single commercial.

- Nearby the video window 110 are one or more video controls 112. Where streaming video is used, the controls may advantageously be limited with present technology to only play and stop. Moreover, the play and stop controls may, as in Fig. 1, be positioned on top of
10 one another. Other video formats may also be utilized for which reset, fast forward, reverse, and so forth may be appropriate.

- An audio clip typically plays concurrently with a corresponding video clip, for all pages having a video display. All manner of audio clips are contemplated, including voice, music, nature sounds, and so forth. Almost all ecommercials are expected to include one or
15 more audio clips, even if they are merely used as background.

The branding graphic 120 is defined as a logo, trademark, trade name, slogan, or other indicia of origin of a product or service that is presented graphically, i.e. as something other than pure text. The familiar Mercedes™ symbol, for example, is a branding graphic, as are the e-bay™ logo and General Electric's GE™ logo.

- 20 It is contemplated that many commercials will be directed to a single advertiser, and therefore may have only a single branding graphic. The term "advertisers" is used herein in the broadest possible sense, including any entity trying to impact the behavior of people. In many instances the desired impact will include motivating the recipient to purchase goods or services. In other instances the desired impact may be to cause the recipient to vote in a
25 given manner in an election, or a poll. In still other instances the desired impact may be of a very general nature, perhaps increasing societal awareness of alcoholism.

It is also contemplated that many ecommercials will be co-sponsored by more than one advertiser. The term "co-sponsor" is used herein to mean that at least two different advertisers have included information identifying themselves or one or more of their brands

in a given commercial. The identifying information may be a name such as Coca-Cola™ or Home Depot™, a design such as the Nike™ swoosh, or any other trademark or trade name.

Particularly contemplated identifying information includes graphical images relating to the advertiser's name, products, or services, known in the field as branding graphics.

5 Details of methods and systems involving co-sponsored ecommercials are described in concurrently filed application titled "Custodial Database for On-Line Marketing", corresponding to attorney docket 604.16, which is incorporated herein by reference. Whether from the same advertiser or different advertisers, a given commercial may advantageously have anywhere between one and five branding graphics on a single page, and even higher
10 numbers of branding graphics are also contemplated.

The branding graphics may or may not have navigational importance in the commercial 100. One possibility is that they can be hyperlinks to websites. Another possibility is that they can navigate among multiple pages of a multi-paged commercial. Hyperlinks 140 may comprise additional branding graphics, or they may simply have
15 hyperlink functionalities. It is particularly contemplated that the commercial may include one, two, three, or more hyperlinks, which may be separate from the branding graphic.

The branding graphic 120 may advantageously be supplemented with an image 130, or a description of product(s) or services(s) being marketed.

Support bars 150 and 160 can perform all sorts of useful functions. One possibility is
20 to display characteristics about the video or audio, including the position or loudness. Another possibility is to provide links to the developer or distributor of the commercial. Still other possibilities are to navigate among multiple pages of a multi-page commercial. In particular embodiments a commercial may have a first page that includes the video clip, the audio clip, and the branding graphic, and a second page navigable with respect to the first
25 page, that includes another video clip, another audio clip, and another branding graphic.

Ordering button 170 links to an order entry interface, which can be carried on a web site or within the commercial 100 itself. In either case the interface would typically obtain or verify the recipient's name, address, phone number, and other relevant information as well obtain payment information. The payment information is preferably transmitted over a
30 secure socket layer for verification and processing. Thus, in a particularly desirable

embodiment, the commercial contains an order taking component that interacts with a recipient to record an order for an item advertised by the commercial, and then uploads the order to a distant server.

Commercial 100 may advantageously include an identification code. Such codes
5 serve to individually link preferences, interests or other data obtained from a previous advertising campaign with particular records in a prospects database (not shown). If, for example, a recipient indicated, in response to a previous campaign, that he has no interest in certain types of clothing, that information could advantageously be stored in the prospects database, and employed in subsequent campaigns to avoid sending that person advertisements
10 relating to such clothing.

Inclusion of identification codes can be accomplished in many different ways. One of the simplest methods is to insert identification codes as literals within the commercials. When a commercial is viewed, the accompanying software can record the recipient's activities as tracking data, and then send the tracking data back to the tracking system (not shown) along
15 with the identification code. More preferably, the identification code can be stored locally to the recipient, and the occurrence of that storage can be recorded in the corresponding prospects database record. When preparing subsequent commercials such records can be reviewed to discover that an identification number was already stored for a particular prospect, thus obviating the need to modify the new commercial to include a new
20 identification code. Thus, where an advertiser requires individual recipient tracking, the commercials would need to be modified only for those prospects for which an identification code was not already stored at the recipient's end.

Another method of providing identification codes takes advantage of the fact that not all advertisers are interested in tracking individual responses. In such cases commercials can
25 be sent out in groups, of perhaps a thousand at a time. Each commercial in a group would contain a group identification code, and that code would also be recorded in the individual records of the prospects database for all prospects targeted in the group. Upon receipt and opening of the commercial, the group number would also be recorded locally to the recipients. The first time that tracking data is uploaded, from those recipients, the tracking
30 system would not be able to correlate individual tracking information with individual prospects. The next time a commercial is sent, however, the groups are chosen such that they

include different sets of prospects from the first time around. Once again a group identification is included in the commercial, transmitted to the prospects in the group, and recorded locally to the recipients. But this time when the tracking information is sent back to the tracking system, the recipient transmits two group identification numbers, which can
5 likely be used to identify the specific corresponding record in the prospects database. If a specific match cannot be made for a given prospect after the second commercial, possibly because multiple prospects were included in the same groups, a third or subsequent group commercial will provide sufficient information to identify the specific prospect. Alternatively, other information besides a second group identification code (such as the
10 initials of a recipient's name that might be provided by the recipient) could be used in conjunction with the first group identification code to match up a particular recipient with a particular prospect. Ideally, the software would have also created a unique identification code that was stored along with the group numbers. Once a positive match between recipient and prospect is made, the group numbers can be deleted from the recipient's system, and the
15 unique identification code can be used from then on.

Other possibilities are also contemplated. One possibility is that software downloaded with the commercial could ping a web site, and obtain the recipient's e-mail address by observing the return information from the ping. Another possibility is that recipients of future systems will include a public area on their computers that provides information about
20 the recipient for use by the outside world. That information can be used to correlate a recipient with a given record in the prospects database (not shown).

Commercial 100 may also be authenticated, transmitted, as for example with a Verisign™ digital signature. This is important because many firewalls are configured to filter out messages that are not authenticated. Not all commercials need to be authenticated,
25 however, and a majority of such commercials may not be authenticated due to the substantial overhead costs required. The authentication decision can be made on a campaign basis, but is preferably made on an individual basis, possibly relying on data stored in the prospects database or the tracking subsystem.

Decisions with respect to modification of a commercial to include an identification
30 number, and authentication of the commercial in a transmission may be overlapping. Once the tracking system has established that a recipient has stored the identification code, it is

unnecessary to keep adding an identification code to the commercial, and re-authenticating the commercial. Transmissions to that recipient can be identical to those sent to other recipients because the previously stored identification code can still be used to link the tracking data with the particular recipient.

5 Commercial 100 preferably includes tracking software that facilitates tracking of a recipient's responses to the commercial. The tracking software preferably interacts with the recipient's computer to upload data relating to the recipient's responses to (i.e., the tracking information) from the recipient's computer to a distant server, i.e., a computer that is not local to the recipient, and that receives the tracking information.

10 The tracking information can be as simplistic as whether or not the e-mail containing the commercial was ever received by the recipient, and if so when it was opened. More sophisticated tracking data may include file opening time, video start and stop times, cursor positioning, and forwarding of the commercial to others. Such information may advantageously be stored in the "cookies" section, or preferably in the registry of the
15 recipient's computer. The recipient may also use the commercial to click-through to one or more web sites using link icons 140, and such click-throughs are also preferably tracked. It is especially contemplated that at least one of the web sites accessed by click-through tracks at least some recipient activities, and even more preferably also contains a video component and an audio component that may or may not be the same as that included in the commercial.

20 The tracking information may or may not be sufficient to match up responses with individual recipients. Suitable methods and systems directed to tracking are described in concurrently filed application titled "Methods and Systems for Tracking Electronic Commercials", corresponding to attorney docket 604.07, which is incorporated herein by reference.

25 Commercial 100 is preferably distributed by a high volume electronic mailing company, which sends out perhaps hundreds of thousands or even millions of messages per month. An exemplary such company is ecommercial.com, Inc. based in Southern California, USA. The distributor may or may not host its own servers. Commercial 100 is preferably transmitted over the Internet, but can be transmitted over any suitable network, including
30 local area networks, wide area networks, public networks, private networks, and so on. Because of the high traffic involved, the distributor may advantageously employ outbound

trafficking technologies such as those described in concurrently filed applications titled "Load Balancing Via Message Source Selection", "Message Content Based Routing", "Dynamic Routing via Shortest Delivery Time", and "Historical Delivery Time Based Routing Tables", corresponding to attorney dockets 604.12, 604.18, 604.19, and 604.20, respectively, each of which is incorporated herein by reference.

Generally, commercials such as commercial 100 will be transmitted to potential customers of a product or service. However, the terms "potential customer" and "prospect" are used interchangeably herein, in their broadest possible sense to include any target of an advertiser. Thus, if the advertiser is a politician, his potential customers include any person residing in his district.

In the preferred example of Fig. 1, the message being presented is that of a congressman to his constituency. Obviously other political, commercial, general interest, or other messages could be substituted. Continuing on with the example, however, it may be advantageous for the congressman to include additional navigable pages relating to the topic of page 1, as well as one or more messages that do not necessarily relate to that topic. Sample pages 102 - 106 discussed below provide examples of such additional pages, which samples, however, are not in the least bit exhaustive.

In Figure 2 a second navigable page 102 generally contains an interface 210 for receiving and processing an order from a recipient, an optional branding section 220, and an optional video section 230. The order processing interface 210 contains a plurality of fields 212 for recording or verifying the information typically needed to process an order, typically including: name, address, phone number, product or service being ordered, quantity, delivery, and credit card or other payment information. The number, size, and sequence of these fields 212 are not particularly significant, and are left to advertiser discretion. It is contemplated, however, that the information entered may be kept local to the recipient, such that in completing future orders the recipient need not enter some or all of the information requested. The types of products or services ordered preferably relates to the message provided on page 102. In our political commercial, for example, the recipient may order books or other literature on a topic of interest being discussed by the congressman in the video on page 102. The recipient may also want to order tickets to a benefit meeting or concert. The order processing interface 210 also preferably includes an order button 214.

The branding section 220 may advantageously include a plurality of branding graphics 222 and/or hyperlinks 224. These items may be similar or different from branding graphics and hyperlinks displayed elsewhere in the commercial 100. Some or all of the branding graphics 222 and/or hyperlinks 224 may relate to an incentive provided by an entity
5 other than the advertiser. For example, where commercial 100 is sent out on behalf of a politician, a leather company may donate to the politician's campaign by providing free notebooks, calculators, purses, or other incentives to individuals opting into the mailing list.

The video section 230 includes a video window 232, a frame 234, and video control buttons 236, 238. Here again these items may be similar or different from other video related
10 items displayed elsewhere in the commercial 100. In particular, the video being played is likely to be different from that being played on other pages in the commercial 100, and preferably provides motivation or instructions for use in completing the order processing. Alternatively, the video section 230 may be replaced by a slide show section (not shown), since completing the order processing step is likely to take much longer than a typical 30
15 second video.

In Figure 3 a third navigable page 103 contains an optional prompt 305, an interface 310 for opting into a mailing list, an optional branding section 320, and an optional video section 330. The prompt 305 preferably contains a few words or a short slogan encouraging the recipient to join the mailing list. As in page 102, the mailing list interface 310 includes
20 whatever fields are appropriate for securing the relevant recipient information. Also as in page 102, this information can advantageously be stored locally to the recipient. Interface 310 may, however, include an interest area interface that includes "voting" buttons and topics or other listing of interest areas from which the recipient can make selections. The branding section 320 contains branding graphics 322 and/or hyperlinks 324. The video section 330
25 contains a video image 332, a frame 334, and control buttons 336 and 338 although the video clip played in the video section 330 is preferably different from that played elsewhere in the commercial 100.

In Figure 4 a fourth navigable page 104 contains an interface 410 for registering to vote, an optional instructions section 420, with refresh button 422, and an optional video
30 section 430. As in page 102 the registering to vote interface 410 includes name, address, telephone numbers, and whatever fields 412 are appropriate for securing the relevant

recipient information. This information can advantageously be stored locally to the recipient. The video section 430 contains a video image 432, a frame 434, and control buttons 436 and 438 although the video clip played in the video section 430 is preferably different from that played elsewhere in the commercial 100.

5 In Figure 5 a fifth navigable page 105 contains a voting information section 510, a voting section 520, and an optional video section 530. The voting information section preferably contains text, graphics, or other information that explains the background of the issue being voted upon. Voting section 520 preferably lists the various voting choices 521 in conjunction with corresponding voting buttons 522. The term "voting" is used herein in its
10 broadest possible sense to include casting of official votes for electing public officials (when such is permitted), as well as unofficial votes. Examples of unofficial voting include popularity contests and opinion polls dealing with political, religious, entertainment, and other issues. The video section 530 is preferably similar to that shown on page 102, except that the video clip played in the video section 530 is preferably different from that played
15 elsewhere in the commercial 100.

 In Figure 6 a sixth navigable page 106 contains an advertisement 610 for a vacation destination, which may or may not have anything to do with the topic or topics addressed in any of the other pages 101 - 105. Advertisement 610 includes an optional video section 630 that is preferably similar to that shown on page 102, except that once again the video clip
20 played on this page is preferably different from that played elsewhere in the commercial 100. The display 632, and frame 634, are also relatively larger than that shown on pages 101 - 105. Advertisement 610 includes an optional branding section 620 that may advantageously include a plurality of branding graphics 622 and/or hyperlinks 624. These items may be similar or different from branding graphics and hyperlinks displayed elsewhere in the
25 commercial 100. Some or all of the branding graphics 622 and/or hyperlinks 624 may relate to an incentive provided by an entity other than the advertiser. In this particular example, the branding graphics 622 and hyperlinks 624 may advantageously relate to accommodations and restaurants local to the vacation spot featured on the video section 630.

 In Figure 7 a seventh navigable page 107 contains an item selector section 770 having
30 a plurality of item selector check boxes and corresponding text. The types of items contemplated included substantially anything than can be listed, for example: titles of books.

authors, artists, actors, music CDs, cars, boats, planes, etc. It is specifically contemplated that the items listed could be single products/services, plural products/services, and combinations of single or plural products and/or services. It is also contemplated that any other methods for selecting listed items may be used in place of check boxes. The lists contemplated may or
5 may not be listed vertically and may be in any other form of presentation. The item selector section 770 also includes a send button 775 which transmits selections to a server (not shown) which may then advantageously prepare another net deck or other communication to be sent to the recipient based on the selections. It is especially contemplated that the new net deck or communication can be sent within 1 hours, or more preferably with 5 minutes, or
10 even more preferably within 1 minute.

Thus, specific embodiments and applications of multi-page executable electronic commercials have been disclosed. It should be apparent, however, to those skilled in the art that many more modifications besides those already described are possible without departing from the inventive concepts herein. The inventive subject matter, therefore, is not to be
15 restricted except in the spirit of the appended claims. Moreover, in interpreting both the specification and the claims, all terms should be interpreted in the broadest possible manner consistent with the context. In particular, the terms "comprises" and "comprising" should be interpreted as referring to elements, components, or steps in a non-exclusive manner, indicating that the referenced elements, components, or steps may be present, or utilized, or
20 combined with other elements, components, or steps that are not expressly referenced.

ART 34 AMDT

Attorney Docket: 604.09-P

PCT/US 99/23822
Rec'd /PTO 17 AUG 2000

CLAIMS

What is claimed is:

1. An electronic commercial received and opened by a recipient as part of an e-mail message independently of a web browser, comprising a plurality of locally resident, recipient inter-navigable pages that provide different content clips and a user interface.
2. The commercial of claim 1 wherein the commercial is a file attached to the e-mail message.
3. The commercial of claim 1 wherein the commercial is an executable file.
4. The commercial of claim 1 wherein at least two of the plurality of navigable pages contains a hyperlink to an Internet web site.
5. The commercial of claim 1 wherein at least two of the plurality of navigable pages contains a branding graphic.
6. The commercial of claim 1 wherein at least one of the pages includes a third party incentive.
7. The commercial of claim 1 further comprising a tab control that the recipient can utilize in navigating among the plurality of navigable pages.
8. The commercial of claim 1 further comprising software that downloads additional navigable pages while the recipient is viewing at least one of the plurality of navigable pages.
9. The commercial of claim 1 wherein at least one of the plurality of navigable pages includes a provision for locally securing an order from the recipient, and transmitting the order to a distant server for processing.
10. The commercial of claim 1 wherein at least one of the plurality of navigable pages contains an interface with which the recipient can opt into a mailing list.
11. The commercial of claim 1 wherein at least one of the plurality of navigable pages contains an interface with which the recipient can register to vote.
12. The commercial of claim 1 wherein at least one of the plurality of navigable pages contains an interface with which the recipient can vote.

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13. The commercial of claim 1 wherein at least one of the plurality of navigable pages is directed to a different topic from another one of the plurality of navigable pages.
14. The commercial of claim 1 wherein at least one of the plurality of navigable pages provides an interface for ordering a customized net-deck based upon the recipient's selecting a plurality of items from a list.

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(54) Title: MULTI-PAGE EXECUTABLE COMMERCIALS

(57) Abstract: The present invention provides electronic commercials (ecommercials) and related methods in which an electronic commercial is transmitted over a public access electronic network to a potential customer, and the commercial includes multiple navigable pages that provide different video clips. Each commercial is preferably downloaded as an executable file, which removes the dependency on particular browsers or plug-ins. In still more preferred embodiments, commercials may contain software that downloads additional pages while the recipient is viewing at least one of the pages included in the commercial as originally downloaded. It is also preferred that commercials according to the inventive subject matter contain hyperlinks and branding graphics that are visible during play of one or more of the video clips. Commercials may also advantageously include a third party incentive. The various pages of the commercials may perform different functions, including locally providing interfaces for securing an order from a recipient and transmitting the order to a distant server for processing. Other functions include locally providing interfaces that invite a recipient to opting into a mailing list, register to vote or vote on a particular issue.

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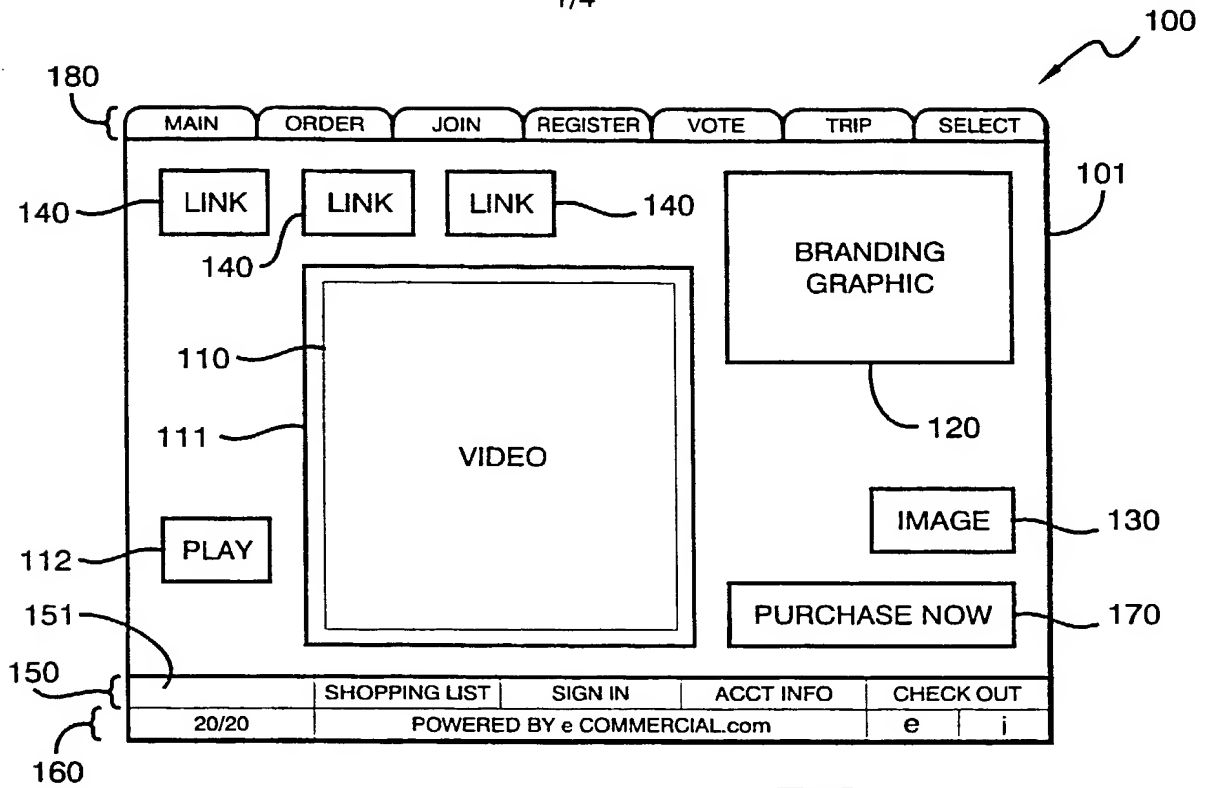


FIG. 1

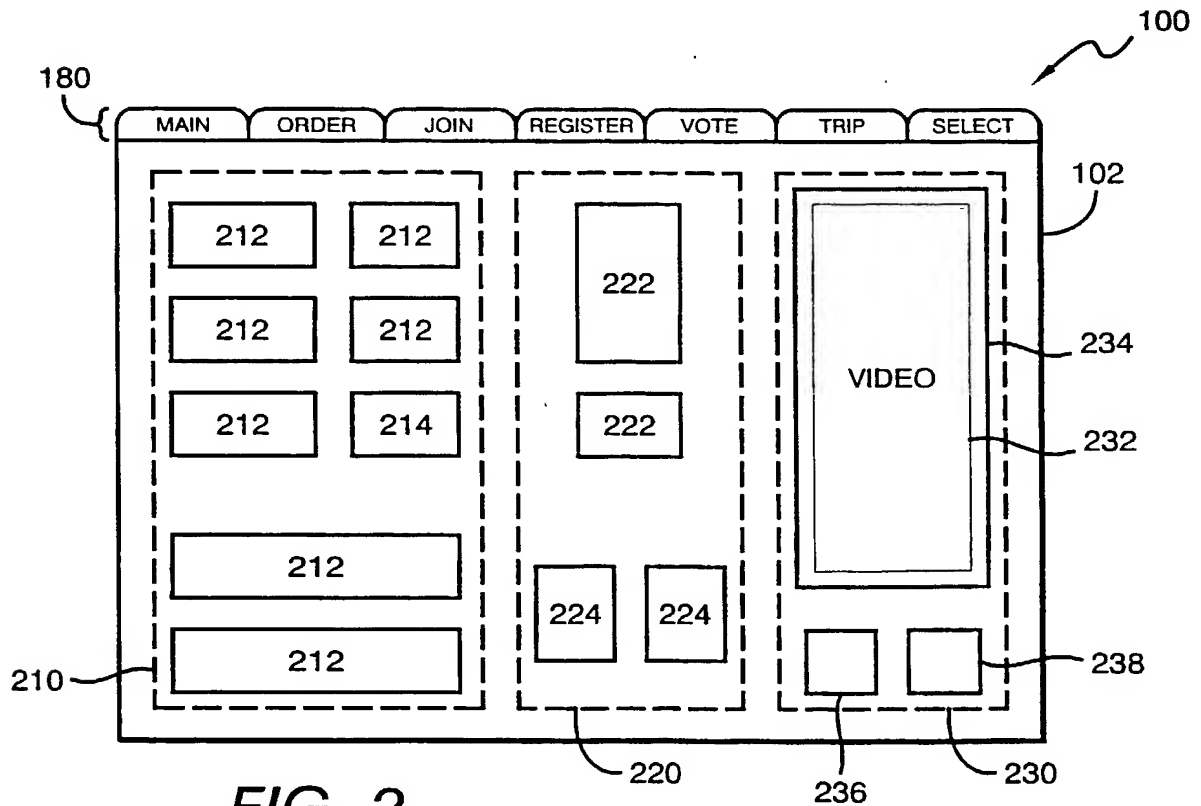


FIG. 2

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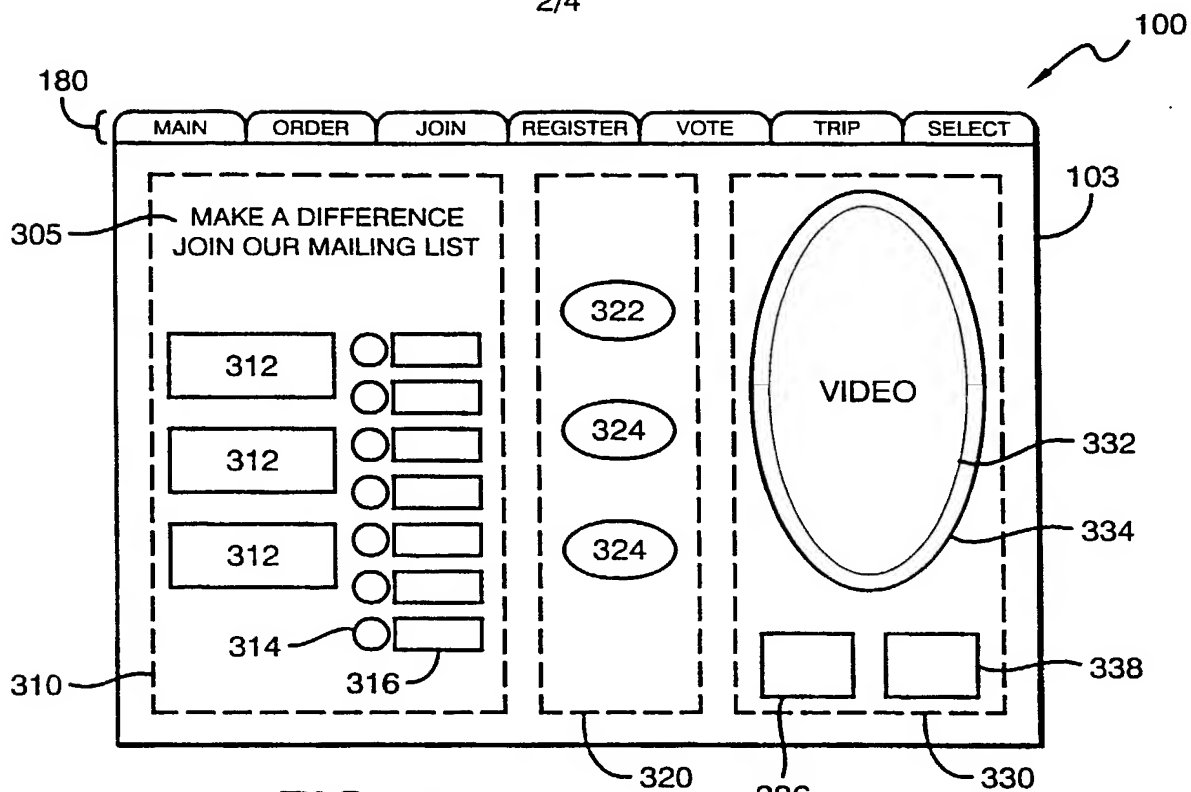


FIG. 3

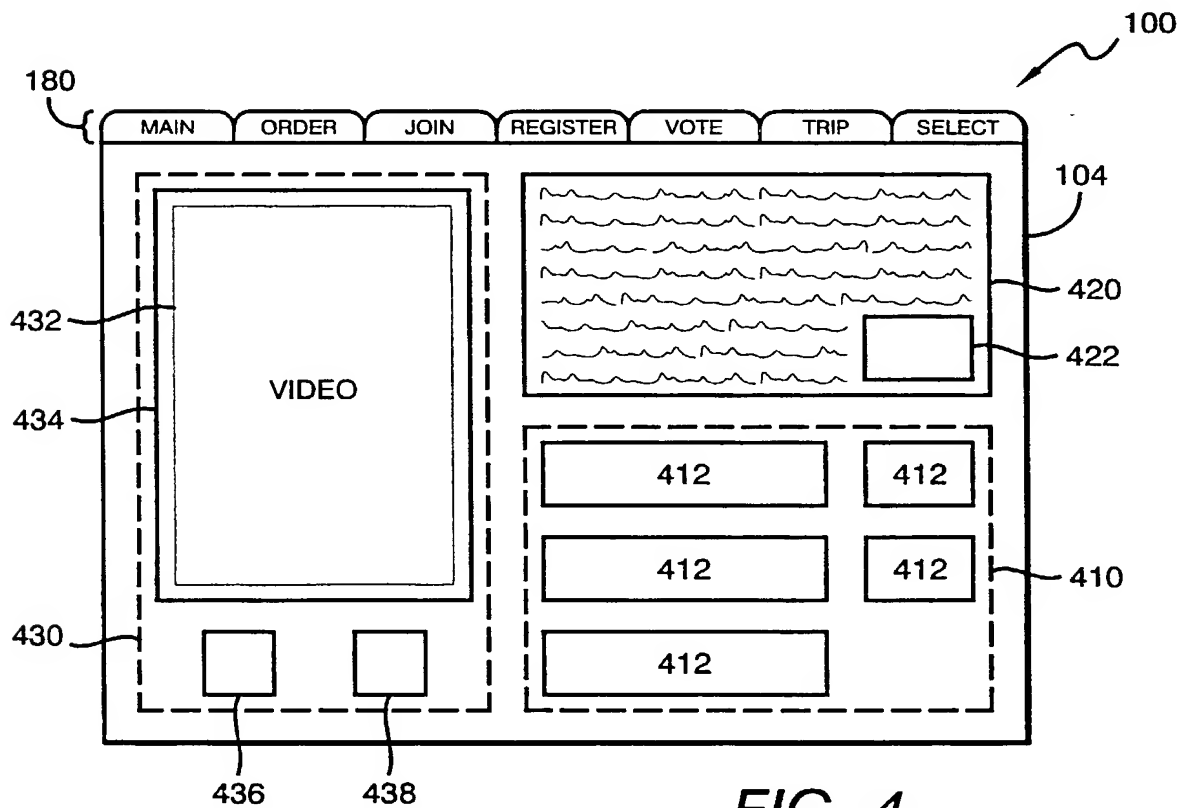


FIG. 4

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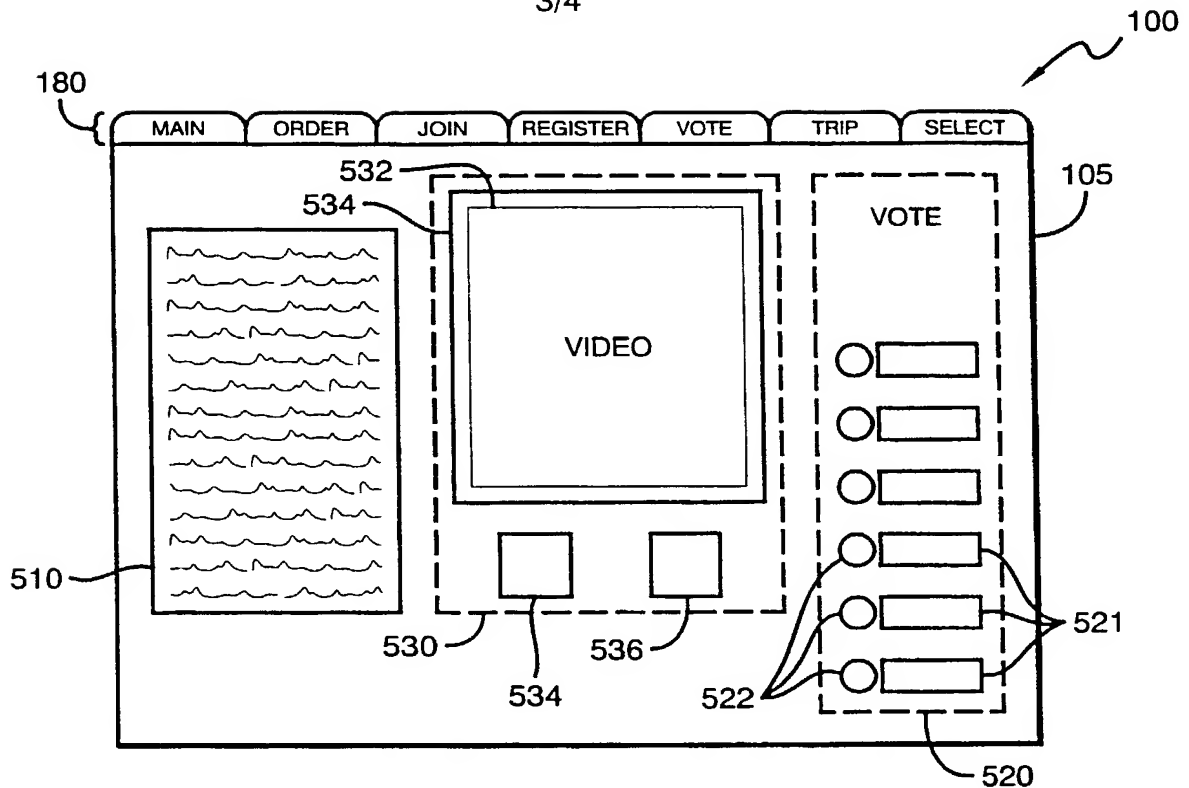


FIG. 5

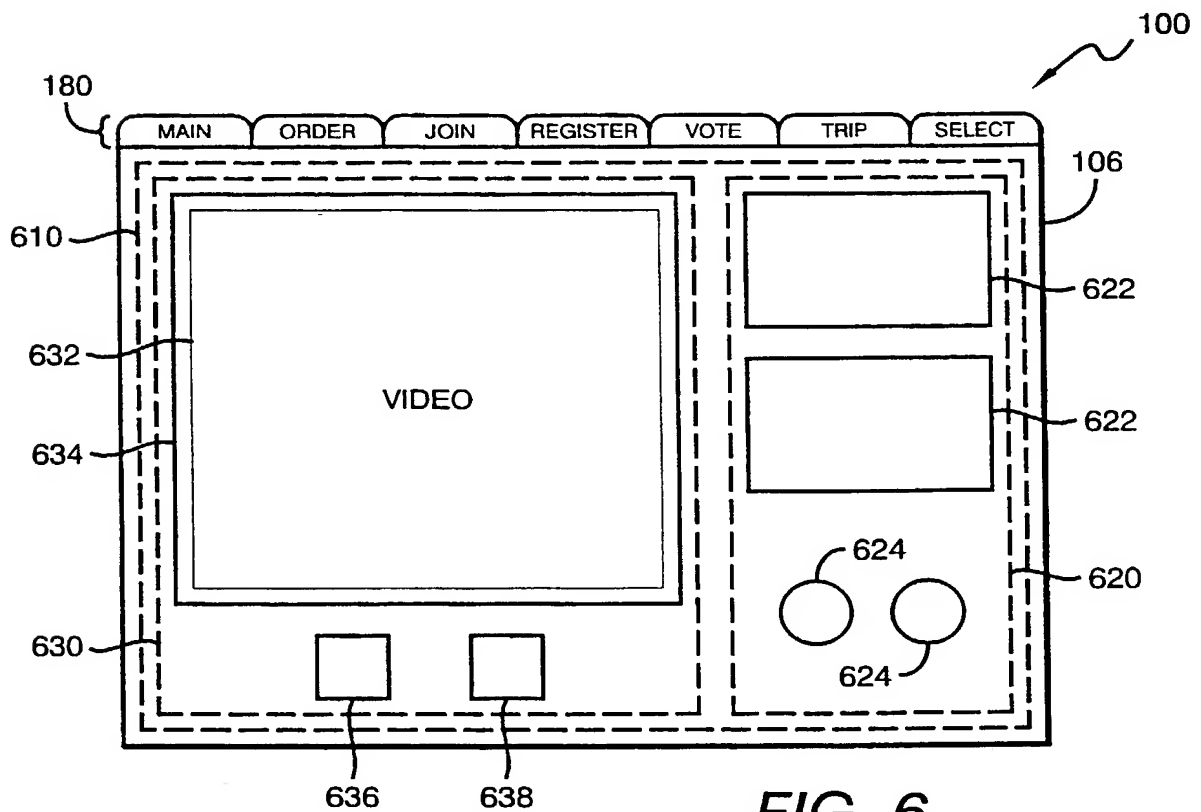


FIG. 6

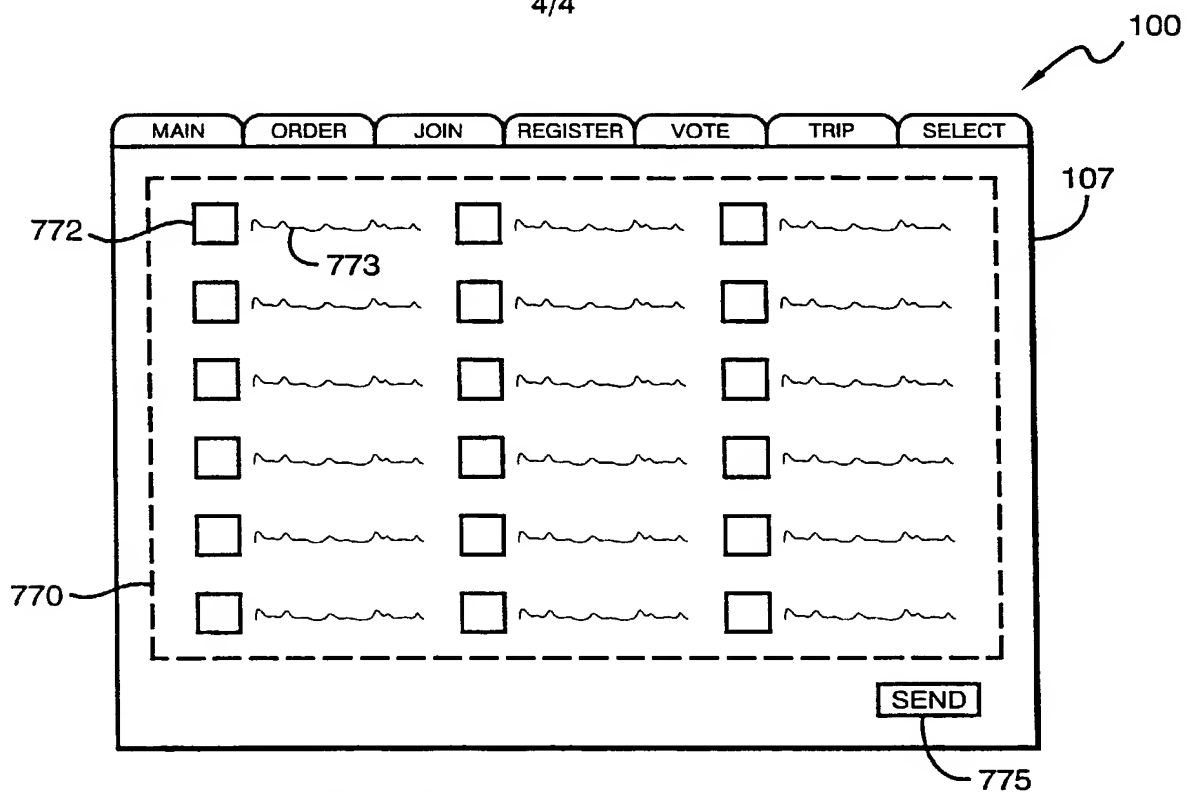


FIG. 7

COMBINED DECLARATION AND POWER OF ATTORNEY

**(ORIGINAL, DESIGN, NATIONAL STAGE OF PCT, SUPPLEMENTAL, DIVISIONAL,
CONTINUATION, OR C-I-P)**

As a below named inventor, I hereby declare that:

TYPE OF DECLARATION

This declaration is for a national stage of PCT application.

INVENTORSHIP IDENTIFICATION

My residence, post office address and citizenship are as stated below, next to my name. I believe that I am an original, first and joint inventor of the subject matter that is claimed, and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

MULTI-PAGE EXECUTABLE COMMERCIALS

SPECIFICATION IDENTIFICATION

The specification was described and claimed in PCT International Application No. PCT/US99/23822 filed on October 12, 1999.

ACKNOWLEDGMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information, which is material to patentability as defined in 37, Code of Federal Regulations, Section 1.56, and which is material to the examination of this application, namely, information where there is a substantial likelihood that a reasonable Examiner would consider it important in deciding whether to allow the application to issue as a patent.

PRIORITY CLAIM (35 U.S.C. Section 119(a)-(d))

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also

identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed.

Such applications have been filed as follows.

**PRIOR PCT APPLICATION(S) FILED WITHIN 12 MONTHS
(6 MONTHS FOR DESIGN) PRIOR TO THIS APPLICATION
AND ANY PRIORITY CLAIMS UNDER 35 U.S.C. SECTION 119(a)-(d)**

INDICATE IF PCT	APPLICATION NUMBER	DATE OF FILING DAY, MONTH, YEAR	PRIORITY CLAIMED UNDER 35 U.S.C. SECTION 119
PCT	PCT/US99/23822	12 October 1999	Yes

POWER OF ATTORNEY

I hereby appoint the following practitioner(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

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DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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